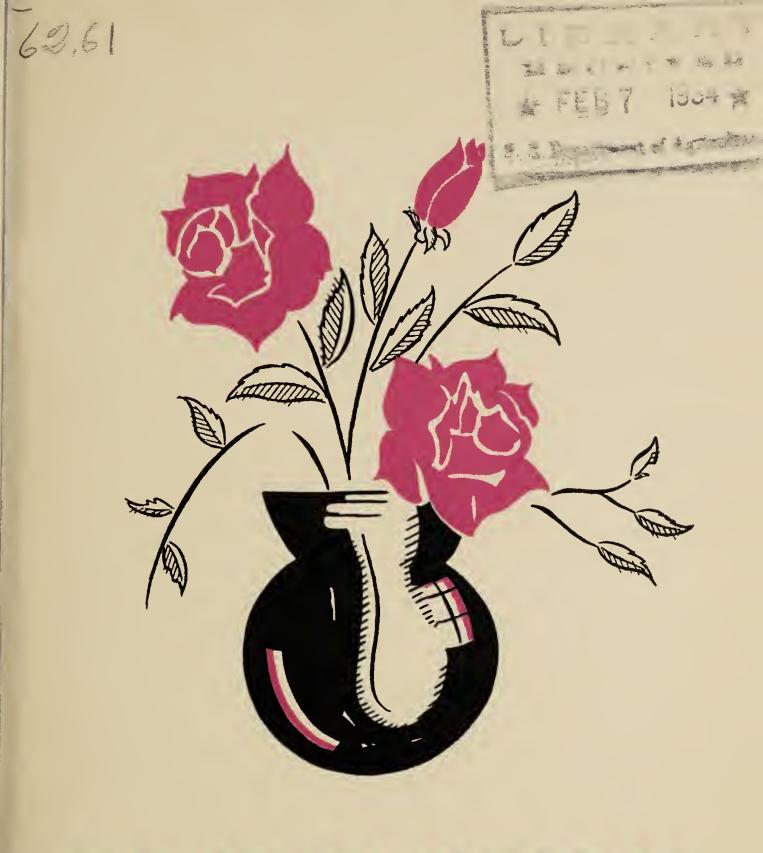
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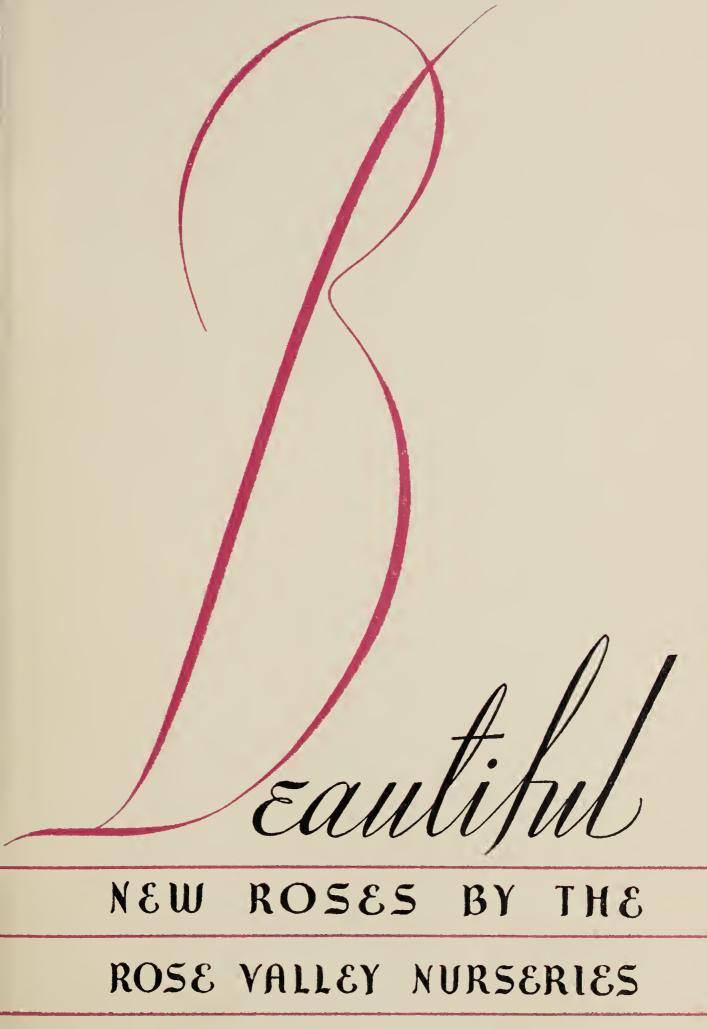




# ROSE UALLEY NURSERIES

SPRING 1934





LYONS, NEW YORK

#### ROSE VALLEY ROSE BUSHES

are all field-budded, field-grown and two years old, and are guaranteed to grow and bloom. With an order of \$10 or more (not including "collections") we shall send you with our compliments any Rose you may choose from this Booklet, which gives you your own choice of Roses at a "collection" price!

COPYRIGHT 1934 BY ROSE VALLEY NURSERIES

UNDER THE AGRICULTURAL ADJUSTMENT ACT

AR North in New York State, nearly to the shores of Lake Ontario, lie the broad rich fields where the Rose Valley Rose Bushes grow. Here winter is severe enough to test the hardiness of any Rose. All summer in the deep fertile earth the Rose roots become plump and bushy, and the sturdy plants develop firm and hard-wooded limbs.

Autumn frosts arrive early here, checking the growth of our bushes, ripening them, making them quite dormant before we lift them from the fields—this means their vitality is retained. Our County of Wayne is unique in its most favorable Rose-growing climate, and is actually set apart and termed an "island" by the U. S. Geodetic Survey.

The chief aim of this booklet is to bring to your attention those Roses that are the best buy. Best Buy Rose bushes are those with quality as well as quantity of bloom, enduring and healthy foliage, plant habits of the best, and the complex factor of all around satisfaction. I would rather you would not buy any Roses than buy unwisely. If you have the desire to create Rose beauty, and if you belong to that aristocracy who desire to possess the best Roses and have the taste to enjoy them—then by not having the best you are short-changing your life.

Byron C. Collins

# RECURRENT-BLOOMING

# ROSES

MONTHLY-BLOOMING, EVERBLOOMING, ETC.
BUSH TYPES FLOWERING THROUGHOUT THE SEASON,
JUNE UNTIL WINTER, YEAR AFTER YEAR.

« »

We have departed from routine custom this year by including all Roses except Climbers in one complete alphabetical list for convenience and simplicity, designating the class of each Rose by the initials following its name.

- H. T., Hybrid Tea, popular garden Rose, bushy and branching. Its basic ancestor or foundation was the TEA Rose from China.
- P., Pernetiana, the new strain resulting from combining the Austrian Briar Roses with the Hybrid Teas, by M. Pernet in 1900.
- P. H., Pernetiana Hybrid, a Rose in which the TEA strain is still dominant.
- E. H. P., Everblooming Hybrid Perpetual. We offer this strain of truly everblooming Hybrid Perpetuals totally different from the old-fashioned June Roses blooming but once. These have the same winter hardiness but can be used as bedding plants and are treated like the vigorous Hybrid Teas, as Radiance, etc. They are "arctic" hardy, and for northern gardens.
- POLY., Polyantha, (many-flowered), compact bushy plants floriferous throughout the season until frost, and hardy under any condition in any climate. Use for bordering the flower beds, for very low hedges (1 to 2½ feet high) or for window boxes.

- AMBASSADOR. H. T... A progress of Talisman from which it sported. More subdued in tones which are also more lasting. Urn-shaped buds orange with an overcast of bronze, gradually mutating into a brilliant coral salmon, later assuming orchid tints. Stem stronger than Talisman and altogether a better garden Rose. (Patented, Premier Rose Co., U. S., 1931). \$1
- AMELIA EARHART. P. H... An epochal Rose resulting by combining the Pernet gold with the powerful Hybrid Perpetual Paul Neyron. Very large bud sometimes like a pointed egg, cream with blushes, and a slowly opening bloom with center of deep yellow, the yolk of the egg. The Rose reaches an enormous size full to the center, all petals regularly laid like the feathers of a swan. Intensely fragrant, seldom out of bloom. (Reymond, France, 1932).
- AMERICAN BEAUTY. E. H. P. . . We are obtaining good results with our improved form of American Beauty, and furnish plants of this favorite cerise red that will bloom not only in June but all through summer and fall.

  75c
- ANGELE PERNET. P. . . The most brilliantly colored orange, gold, copper and burnt sienna Rose in existence. 75c
- ARIEL. P. H... Long buds of rich copper, large orange copper blooms, wonderful plant character. 75c
- AROMA. H. T. . . There are very few pure scarlet Roses but Aroma with its large blooms, about thirty petals with the center ones standing up beautifully, is one—solid brilliant scarlet without shadings. Perfume? Look at the name. Vigorous plant with few thorns. Awarded the Clay Cup for its fragrance. (B. R. Cant, England, 1932). \$1.25
- AUTUMN. P... The feature of Autumn is the bud which has the graceful urn shape and coloring different from any other Rose—blendings of auburn, maroon and burnt sienna. The open flower is a mixture of orange and gold, later assuming tints of pink. Exhilarating perfume. Strong cutting stems, and a very strong plant (we have "built up," through bud selection, our own particular strain of Autumn into "something very fancy." (Coddington, U. S., 1930).

- BARBARA RICHARDS. H. T. . . Very large ovoid buds of Indian yellow tinted with rose. Well-formed exceptionally large and double blooms, corn yellow and buff flushed pink. Noted for its sweet fragrance, constantly in bloom. Winner of an array of Cups, Medals, Awards, etc. (A. Dickson & Sons, Ireland, 1930).
- BETTY UPRICHARD. H. T. . . Ruffled petals of salmon pink, lightened inside with salmon and deepened outside with copper.

  75c
- CAMEO. Poly... The soft reddish salmon of an old Italian Cameo. Large sprays in continuous succession. (DeRuyter, Holland, 1932). \$1.25
- CHARLES P. KILHAM. P... Blazing orange scarlet opening to bright orange pink with a fiery center. 75c
- COUNTESS VANDAL. H. T. . . The sensation of the Rose Shows in the United States this past season, and exhibitors tell us they have won their first Blue Ribbons with Countess Vandal. This Rose had previously conquered all medals, trophies, "Grand Prix d'Honneur" etc., at the European Shows of 1931. A blue-blooded Rose claiming descent from Ophelia, Mrs. Aaron Ward and Souvenir de Claudius Pernet. Very long bud, slender (as a fashionable Countess should be nowadays), the first color showing between green sepals is bronze lightening to yellow at the base. Stays long in the bud shape. Little by little the petals unfurl showing a glowing mixture of carmine, pink, buff and gold. The bloom is very large, and when fully open the petals guill back directing to all points and suggesting Rose-windows of famous cathedrals. Sweetly perfumed, essentially a cutting Rose on long erect stems, blooming unceasingly all season. (M. Leenders, Holland, 1932). \$1.50
- DAILY MAIL SCENTED. H. T. . . Dark velvety crimson shaded with maroon. Very perfumed semi-large, double, won the Daily Mail Cup (\$5000) for the most scented Rose. Good strong bush, handsome foliage. In autumn its blooms are almost "black."

- DAZLA. P. . . Seen early in the morning this unique Rose is almost chestnut brown with a heavy tuft of golden stamens. Its second stage is orange scarlet with yellow reverse. The semidouble bud is very large and opens into blooms measuring five inches across. Blooms continuously. (B. R. Cant, England, 1930).
- DOTTY. P... The bud and open bloom of Dotty are typical of that "beautiful-but-difficult-to-grow" Lady Margaret Stewart, a mixture of orange and yellow with cerise markings, and very sweet fragrance. The difference is in the plant which is perfect, a vigorous grower, a continuous producer with lustrous healthy foliage. (Towill, U. S., 1931).

  \$1.25
- DR. ECKENER. Hybrid Rugosa. . . Bloom is coral pink with heavy yellow markings at the base, a new color break in Rugosas. Very fragrant. Use as a tall shrub or "fan" along a fence.
- at Kreuznach, Coburg, and Rellingen this was proclaimed the best white Hybrid Tea Rose in commerce which our extensive tests have proved. Artistic bud and graceful large bloom, first creamy tints then pure white. Long rigid stems for cutting. (Max Krause, Germany, 1931). \$1.50
- EDITH NELLIE PERKINS. H. T. . . Buds of rich copper, and Roses of salmon pink flushed orange, with outside deep copper. Extra hardy.

  \$1
- EDITOR McFARLAND. H. T. . . The beauty and merit are in the bud which is perfection itself, and in the husky vigorous plant and healthy foliage. A live pink, each bloom on a long stem ideal for cutting. A Rose plant of Radiance type for everybody everywhere. (Mallerin, France, 1930).
- E. G. HILL. H. T. . . Large full blooms with petals regularly imbricated, glistening red outside and deep velvety crimson inside. Intense old-rose perfume, always in bloom. 75c
- maroon and emitting a most exhilarating perfume. 75c

- FRAU KARL DRUSCHKI. E. H. P. . . Do we need to describe this the most beautiful white Rose? Our plants are so propagated as to be of less exuberant growth and more numerous flowers, and the field was white this past summer where these were growing.

  75c
- GEORG ARENDS. H. P... One of the finest pink Roses, with blooms like Frau Karl Druschki. Mammoth Roses deliciously fragrant, quite recurrent.
- GOLDEN DAWN. H. T... This Rose has taken the world by storm by its sheer performance and its remarkably immune foliage. Ovoid bud canary yellow splashed with orange carmine slowly opens to a large straw-colored bloom very large and full but not flat. Long-lasting and quite fragrant.
- GOVERNOR ALFRED E. SMITH. P. H. . . "Roses have no frontiers" said an Italian diplomat, nor have they any politics say we. Salmon, orange and gold. Large, full and fragrant blooms. A hardy plant with handsome foliage. (Patented, Denoyal, France, 1932).
- GRENOBLE. H. T. . . If this name were shortened to "Noble" it would appropriately describe this majestic Rose of brilliant scarlet suffused crimson. Large double blooms with long stems, plants tall and strong always in motion. (Mallerin, France, 1932).
- GRUSS AN AACHEN. Poly... Beautiful buds and large (3¼ inch) Roses of orange salmon, in continuous succession all season.

  75c
- HEINRICH WENDLAND. P. H. . . A child of M. G. A. Van-Rossem but much larger. More intense in its coloring. Fat ovoid bud, long-pointed, with red orange markings. Very large double bloom scarlet orange inside with deep yellow splashes on the reverse of the petals. Intensely fragrant. Bush very vigorous, hardy, blooms abundantly. (Kordes, Germany, 1932).
- HENRY NEVARD. E. H. P. . . Remember hoop skirts and yard-long-stemmed "American Beauties?" This is the modern edition of extra long-stemmed great big red Roses overflowing with perfume. The "Missus" need not be without Roses when entertaining her "Contract" club.

- "arctic" strain for which a new class was officially started last year, Polyantha Hybrid. This has the ruggedness of the Polyantha and the usefulness of the Hybrid Tea. Flower large, often four inches across, semi-double, silver pink in clusters of four to six. Lustrous foliage, plant handsome, upright and disease proof. (Poulsen, Denmark, 1931).
- LADY ALICE STANLEY. H. T. . . Very double light silvery pink, distinguished for its superb form. 75c
- Rose evolved from Rosa Nutkana the original Rose of Alaska. In performance it is a Hybrid Tea plus "arcticness." Always in bloom, the flowers are immense, blended salmon gold and fawn, with an amber glow. Rich perfume suggesting the scent of red cedar. (Nicolas, U. S., 1931).
- LOUISE KRAUSE. H. T. . . Most of us revel in the large full double Roses and this one, generally five inches or more across, is a grand Rose. The color is a combination of yellow and orange tints which gradually turn to flesh color while retaining yellow markings at the base of the petals. Pleasant perfume, vigorous four to five foot bushes, blooming prolifically. (Max Krause, Germany, 1931).
- LUMINEUX. Poly... Luminous pink! Perhaps the most prolificblooming of the already so generous Polyanthas. Mammoth trusses of regular Pompon Chrysanthemums. A new type and a new arrangement of color graduation. (DeRuyter, Holland, 1932). \$1.25
- MARGARET McGREDY. H. T. . . Rich orange scarlet petals on hinges of gold, nearly always in bloom.

  75c
- MARY HART. P. H. . . Superb urn-shaped bud of intense maroon-red. Velvety well-formed blooms blood-red with an amber overglow, and beautiful red stamens to match. Strangely enough there is a complete absence of yellow in its coloring. Perfumed blooms with long cutting stems. Sturdier than Talisman, from which it sported, and a tremendous producer. (Patented, Hart, U. S., 1932).

- MAX KRAUSE. H. T. . . Elegant pointed bud opening into a great glistening gold yellow Rose, and imperishable gold. Cup form and very double, "full to the brim," and sweetly fragrant. Gold Medals at all German Rose Shows 1931-'32. (H. T., Max Krause, Germany, 1932).
- MAYOR CERMAK. H. T... Dark maroon, probably the darkest Rose in commerce thus far. Strong plant, glossy healthy foliage. Dedicated to the martyred Mayor of Chicago by his boyhood friend, Jan Bohm of Czechoslovakia. (Bohm, 1933). \$2.50
- MME. ALBERT BARBIER. E. H. P. . . Large camellia-shaped Roses of salmon-yellow, deepening at the center to orange yellow with a touch of rose.

  75c
- MME. NICOLAS AUSSEL. H. T. . . Bright coppery red and coral, large and very full. Free and continuous-blooming, vigorous and healthy plant. Was chosen in 1931 as the most beautiful Rose of the year in France.
- MRS. E. P. THOM. H. T. . . Long buds and perfect blooms, of rich lemon yellow that does not fade. Very fragrant. Strong plant.
- MRS. J. D. EISELE. H. T. . . A beautiful Rose in every stage from unfurling bud to massive flower, which expands to five or six inches across and reveals its beautiful camellia-like petal arrangement. Brilliant cherry-rose with a scarlet overlay, with each petal lightly pencilled silver at its tip. Fruity old-rose perfume, and the plants are strong growers and very free-blooming. (Patented, Howard & Smith, U. S., 1933).
- MRS. PIERRE S. duPONT. H. T. . . Reddish gold buds, and ochre yellow flowers. Thriving plant constantly in bloom. \$1
- MRS. SAM McGREDY. P. H. . . Large long-pointed bud of a mixture of colors almost impossible to describe—scarlet-orange-copper, washed with Lincoln red; the general tonality of the open Rose is rich apricot drawing to mandarin. Mild fragrance, a vigorous plant. (McGredy, Ireland, 1930).

- PAUL GRAMPEL. Poly. . . Fiery orange scarlet, more vivid than any other Polyantha, brilliance retained through the life of the bloom. Healthy well-formed bush, very floriferous. (De-Ruyter, Holland, 1931).
- PERMANENT WAVE. Poly. Hybrid. . . So-named for its peculiar fluting or waving of the petals which is permanent in bud and bloom. Cerise carmine in large trusses, individual blooms measure 2½ to 3 inches across. Gold Medals Bagatelle and Pedralbes 1933. (M. Leenders, Holland, 1933).

  \$1.50
- PRESIDENT HERBERT HOOVER. H. T... Riot of gold, terracotta, orange and copper, spicy perfume, yard-long stems. 75c
- PRINCE FELIX. H. T... Perhaps the most continuous-blooming of all red Roses. Long bud, long stem for cutting. A brilliant scarlet flower of fine form, with color that holds. Perfumed. In the Radiance class of vegetation. (Ketten, Luxembourg, 1931).
- RADIANCE. H. T. . . Brilliant cameo pink. Plant characteristics of the best. 75c
- RAPTURE. H. T... Buds and Roses of perfection, rich pink with yellow bases.

  75c
- RED RADIANCE. H. T. . . Bright rosy red counterpart of Radiance. 75c
- REV. F. PAGE-ROBERTS. H. T. . . Large pointed golden yellow buds splashed orange scarlet. Blooms of rich yellow. 75c
- ROSLYN. P. . . With the arrival of Roslyn the Souvenir de Claudius Pernet Strain reached its greatest development. Roslyn's yellow has more life, more sheen, deeper tones (orange back of petals) and its yellow is more permanent. Plant has healthy holly foliage and blooms freely. (Towill, U. S., 1931).
- SCHWABENLAND. Hybrid Rugosa... Just enough Rugosa in its makeup to reinforce considerably the hardiness of its Hybrid Tea strain, and yet not enough to detract from its natural beauty. Massive Rose of long duration, vivid pink with deep yellow base, intensely fragrant.

- S. M. GUSTAVE V. E. H. P. . . For its hardiness and bloomingability this Rose was selected by the King of Sweden to bear his name. Handsome buds and large full Roses of live sparkling pink, extremely fragrant, with long cutting stems. Seldom out of bloom.
- SOLEIL DE FRANCE (Sun of France). P. H. . . "Sun of France," brilliant and glistening in the sunlight! Ovoid pointed bud of apricot lightened with gold. Roses of buff yellow suffused with apricot. Color very lasting. Bloom large and very double, and when fully open the petals quill and point in all directions and upward. Delicious fruity fragrance. Vigorous plant with healthy foliage, blooming indefatigably the whole season. (Mermet, France, 1933).
- SOUVENIR. P. H... A golden Talisman of great beauty—urn-shaped buds and perfumed blooms in profusion—with the good qualities of Talisman: vigor of bush, long cutting stems, large and glossy foliage. (Patented, Pierson, U. S., 1932). \$1
- SOUVENIR DE MME. C. CHAMBARD. H. T. . . Large semidouble blooms of rosy pink, suffused peach in the center, with outer petals of rose-red. Fine fragrance, a good grower attaining medium height. (Chambard, France, 1931). \$1.50
- **SPARKLER.** Poly. Brilliant sparkling very deep red, with flowers quite covering the stocky bushy plants. An intense unfading color. (DeRuyter, Holland, 1931). **75c**
- **TALISMAN.** P. H. . . Urn-shaped bud of deep-veined gold. Blooms of copper and brilliant gold with a tonality of orange. Extremely fragrant. **75c**
- VANGUARD. Hybrid Rugosa. . . A superb specimen plant, "fan" it along a fence or trellis. Canes 10 to 12 feet long, foliage as if shellacked. Large full Roses of orange salmon reminding one of the blooms of Miss Lolita Armour. (June-July) Van Fleet Gold Medal 1932. A Rose Valley Introduction. (Stevens, U. S., 1932).
- VATERLAND. H. T... Great blood-red blooms with coppery reflexes, bronze green foliage of great substance. Rugged plant.

E S

- WILLIAM ORR. H. T. . . A sensational crimson of perfect form and intense perfume with a deep sheen of velvet enhancing its beauty. Large long pointed bud, bloom quite large and full, with outer petals recurling gracefully. Plant very robust. (Mc-Gredy, Ireland, 1931).

  \$1.50
- **YVONNE RABIER.** Poly. . . Very perfumed, very double, white Polyantha. Continually blooming, has good foliage, is easily the best white.

  75c

#### COLLECTIONS

"Five Rose Aristocrats" (\$6) for \$4.95

Our "most requested" Roses during the past season. Countess Vandal, William Orr, Golden Dawn, Editor McFarland, Autumn.

Five "Arctic Hardy" Everblooming Roses (\$3.75) for \$3 American Beauty, Frau Karl Druschki, Henry Nevard, S. M. Gustave V, Mme. Albert Barbier.

The Beginner's Six Roses (\$4.50) for \$3.95 Lady Alice Stanley, Rapture, Red Radiance, Mme. Albert Barbier, Radiance, Gruss an Aachen.

The Rose Valley "Special" Dozen (\$9.25) for \$6

Angele Pernet, Betty Uprichard, Lady Alice Stanley, Mrs. E. P.
Thom, Edith Nellie Perkins, Radiance, Margaret McGredy, Red
Radiance, Talisman, Rapture, Etoile de Hollande,
President Herbert Hoover.

1934's Best Dozen Roses (\$19.75) for \$16.50

Finest most continuous display, declared 1934's Best Buy. Soleil de France, Amelia Earhart, William Orr, Ambassador, Governor Alfred E. Smith, Mary Hart, Edith Krause, Countess Vandal, Heinrich Wendland, Louise Krause, Mrs. J. D. Eisele, Souvenir.

The BEST Rose Book is "The Rose Manual," Nicolas, \$2.50 ppd.

If you must spray use Tri-ogen, it takes care of everything, even stimulates. Sizes: \$1.50; \$4; \$6, \$20.

# New Hardy Climbing Roses

- ALLEN'S FRAGRANT PILLAR. Everblooming. . . "An improved Mme. Gregoire Staechelin." Large full satiny pink blooms touched cerise and flushed golden yellow at the base. Preeminently fragrant. Large leaves of bronze tints, a healthy grower. Blooms throughout the season. Hardy. Rose Valley Introduction 1932. (Climbing H. T., Allen, England, 1931).
- BLAZE. Everblooming... The vigor, the glorious scarlet and the hardiness of Paul's Scarlet Climber, plus remarkable everblooming ability, which (as with all hardy everblooming climbers) increases yearly as the plants mature. (Patented, J. & P. Co., U. S., 1932).
- GOLDEN CLIMBER. Spring and Fall Blooming. . . (Mrs. Arthur Curtiss James). The first fragrant yellow climber that stays yellow. Hybrid Tea type and quality of bloom on long stem for cutting. Extremely vigorous and hardy, stands zero temperatures without a whimper. The more space it has to cover the more it blooms. Will cover the whole side and roof of a barn in three years. (Patented, J. & P. Co., U. S., 1933).
- MERCEDES GALLARD. Everblooming. . . A tall pillar from Spain with lustrous foliage. Very large and full Roses of vinous pink, a powerful color, of splendid form and very fragrant. Long stems for cutting. Blooms steadily. Rose Valley Introduction 1932. (Climbing H. T., Munne, Spain, 1931). \$2
- NEW DAWN. Everblooming... The everblooming "sport" of the beloved Climbing Rose Dr. W. Van Fleet, like it in every other respect. Beautiful double flowers of flesh pink and delightfully fragrant.

  \$1.50
- SCORCHER. Intermittent Blooming... Brilliant vermilion blooms, very large. Rapid growth.

  \$1
- WELL-KNOWN CLIMBERS: Apeles Mestres, large yellow, \$1.50, Daydream, rose pink, \$1, Kitty Kininmonth, deep pink, \$1, and the following are 75c each, Dr. W. Van Fleet, light pink; Emily Gray, large golden yellow; Jacotte, copper; Mary Wallace, large pink; Max Graf, pink trailing; Paul's Scarlet Climber, scarlet.

### ADVANCE INFORMATIONI

#### ROSES FOR DELIVERY, FALL 1934

(Each \$2.50; orders will be filled in rotation received)

- PRINCESS VAN ORANJE. Climbing sport of the well-known Gloria Mundi. Brilliant orange scarlet. (DeRuyter, 1933).
- **YOSEMITE.** H. T. . . Something new in color, dark chestnut brown in the bud, turning orange scarlet, carrot red and finishing brilliant coral. (Patented, Nicolas, 1934).
- ROCHESTER. H. T. . . A combination of the hardy polyantha Echo and the hybrid tea Rev. F. Page-Roberts, with the bloom of the latter and the hardiness of the former. Straw yellow with carmine markings and pearl suffusion, large bloom in clusters, long lasting. (Nicolas, 1934).

## "Treasure Island" Climbing Set

HYBRIDS OF R. SETIGERA (PRAIRIE ROSE) by H. M. Horvath. Hardier than any other type of climbers and will persist where the Wichuriana type freezes back. Equally handsome in the South.

- **DOUBLOONS.** Rich golden yellow, large blooms in clusters, blooming so profusely as to hide the foliage. Repeats with a second crop a month later.
- CAPTAIN KIDD. Blood red; vigorous. Large perfumed bloom
- LONG JOHN SILVER. Silver white, large blooms in immense clusters.
- JEAN LAFFITE. Light brilliant pink, delightful perfume.

#### Two New Polyantha Hybrids, Large-flowering.

- KAREN POULSEN. Single large brilliant scarlet, 2-2½ feet. Gold Medal Chelsea (England) Flower Show 1933.
- **ROUGE.** Crimson scarlet, low grower. Both this and Karen Poulsen are continuously in bloom and are unequalled for mass bedding or border.

THIS little Booklet contains "the very flower" of Rose Beauty for 1934. Wherever Rose-lovers gather these are the Roses you will see and hear talked about. During the past year we have enjoyed reading your letters, and learning of your successes, blue ribbons, first prizes and disappointments—but that is history. Now, new discoveries and new joys are ahead!





